



ADVISORY BOARD

-- REGULAR MEETING --

Friday, November 18, 2016

Great Falls Civic Center Ryan Room

Call to Order: 12:05 p.m.

ROLL CALL

Advisory Board Members Present: Pam Bennett, Keern Haslem, Allen Lanning, Kelly Manzer, Patty Myers

Advisory Board Members Absent: Carl Donovan, Larry Gomoll

City Staff Present: Dona Hughes, Mansfield Supervisor, Owen Grubenhoff, Mansfield Events Specialist

INTRODUCTIONS

None needed

OLD BUSINESS

Minutes

Board Member Manzer moved, seconded by Board Member Myers, that the Mansfield Center for the Performing Arts Advisory Board approve the October 21, 2016, meeting minutes. The board unanimously approved the minutes as written.

Motion carried 4-0-0

Reports

Staff Member Grubenhoff reported on October's facility usage.

NEW BUSINESS

Marketing

Board Member Bennett works for Wendt Advertising. The agency handles large projects such as those for tourism, travel, healthcare, non-profit work, state contracts, and more. They also do public service – website, earned media, reduced rates, etc.

Board Member Bennett led the conversation on marketing The Mansfield.

What are your goals?

- What is your target market?
- What is the market/audience to grow?
- Research from the client side and industry
- What is your brand?
- What are you selling?

Positioning:

- Competitive messaging, i.e. consider Great Falls over Bozeman –affordable hotels, easy access to rentals, etc.

Relationship with meeting public

- Great Falls Tourism - promote facility and region
- Need photography for collateral pieces, Internet and magazines

Additional questions to consider for Convention Center survey:

1. How did you hear about us?
2. What are the other options you considered before booking with us?
 - a. Get the information in front of the target audience – match audience with media

Investment in the Convention Center:

- Cause and effect of capital improvement
- Are we poised to develop the Convention Center?
- It's been 30 years since it has been renovated.
- How does it compare to competitive sites?
- What business have we lost?
- Conferences and conventions – Board Member Bennett noted the big spread in "Meeting News Northwest" trade magazine (see attached)

Investment in Missouri Room

- How to expand the catering area – could the Admin Conference Room be used as expanded space?

Public Relations: "PR Tour to the Citizens 2017"

- Develop the "elevator speech"
- Present to City Commission, Neighborhood Councils, service clubs and other civic organizations.

Board Member Bennett moved, seconded by Board Member Myers that by 1st Quarter of 2017, Staff and Advisory Board bring a PR tour to City Commission, Neighborhood Councils, service clubs and other civic organizations. The Board unanimously approved the motion.

4-0-0

Public Comment

None

Adjournment

There being no further business to come before the Mansfield Center for the Performing Arts Advisory Board, Board Member Manzer moved, no second to adjourn the regular meeting of November 18, 2016, at 1:10 p.m.


Keern Haslem, Chairman


Dona Hughes, Secretary

Minutes Approved: January 20, 2017